

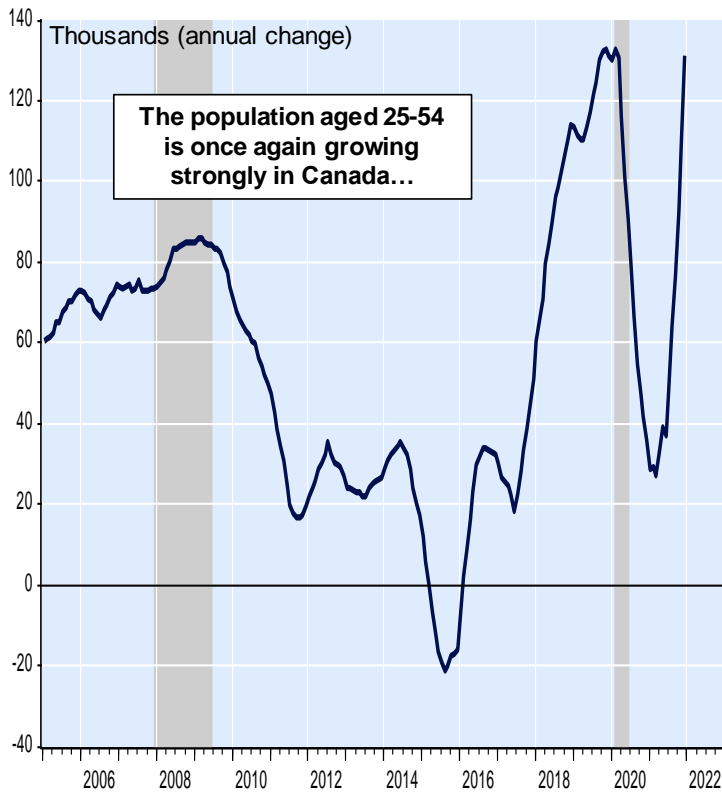
Canada Watch

By Stéfane Marion

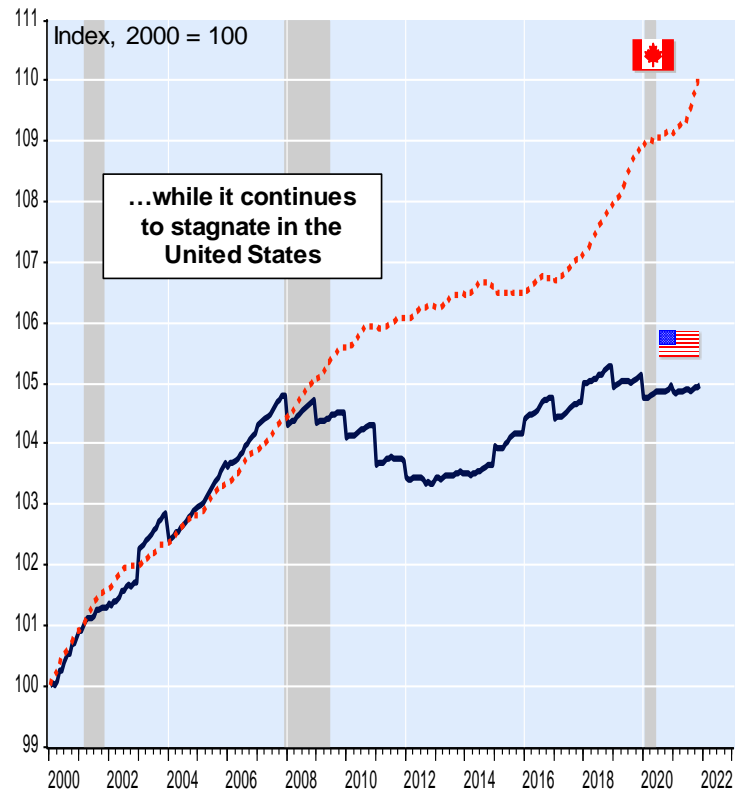
Canada's population growth has returned to pre-pandemic levels, thanks to strong immigration. Of particular importance to Canadian financial companies is the growth in the population aged 25-54, a key segment for household formation and credit demand. The latest household survey was particularly encouraging, showing a monthly gain of 23,000 people in December, the largest increase since 1995. After this jump, the population aged 25-54 is back to growing by 130,000 people per year. As today's chart shows, Canada's situation contrasts with that of the United States, where the population aged 25 to 54 has been stagnant since 2008. To put this in perspective, if Canada had experienced the same growth as the U.S., Canadian financial institutions would have 750,000 fewer customers in this age group.

Canada: Why is household formation so strong?

Population growth for people aged 25-54 in Canada



Population aged 25-54: Canada vs. the U.S.



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